The Fifth Estate

Broadcasting ϟ Oct 22

Who Licenses More of the Music Played on Radio & TV?

ASCAP, OF COURSE

IN FACT, ASCAP MUSIC AVERAGED 71.3% OF THE TOP POP CHARTS FOR 1983.

Enough Said

54th Year 1984
What's on TV: Programing A to Z

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Vol. 107 No. 17

Broadcasting Oct 22

A special report on the widening world of programing
A new twist on campaign coverage
A turbulent week for RKO

RKO TROUBLES □ Management changes are part of turbulent week at RKO. **PAGE 39.**

WEEK TWO □ First witnesses are called to testify in Westmoreland-CBS case. **PAGE 40.**

SUITING UP □ USFL brings billion-plus antitrust lawsuit against NFL. **PAGE 41.**

NEW TWIST □ Observer of network news programs says coverage of presidential campaign has taken decided turn in last two weeks. **PAGE 42.**

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ANOTHER DAY □ FCC postpones decision on Dodge City, Kan., case. **PAGE 46.**

JUSTICE APPROVAL □ Justice Department discloses it won't challenge DBS trade association's setting of technical standards. **PAGE 50.**

WIDE WORLD OF PROGRAMING □ With the proliferation of media outlets, the world of programing is ever changing. The importance of the syndication market has increased greatly in recent years, a result both of higher production costs and of the need to recoup those costs later. And outlets (independent television stations, cable programers) are increasingly hungry for product. **PAGE 54.** Network production costs closing in on the $1-million production hour; the fall crop hasn't produced many hits, as blooper shows appear on their way out and action/adventure shows may have peaked. **PAGE 70.** On cable, advertiser-supported services are creating new programing to vie for viewers and ad dollars. **PAGE 80.**

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KEEP LISTS OPEN □ Broadcasters, in FCC comments, reject proposal that would eliminate cut-off list and replace it with filing windows. **PAGE 85.**

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CUTTING BACK □ ABC Radio trims back programing from 1985 lineup. **PAGE 93.**

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by KGIL(AM) San Fernando, Calif., air personality Jerry Bishop, and *City Rhythms*, a 60-minute urban contemporary artist profile show hosted by former WBLS(FM) New York program director Frankie Crocker. (*City Rhythms*, produced by ABC in conjunction with Inner City Broadcasting, was an "experimental" broadcast.)

The move, according to Bob Benson, vice president/senior executive, ABC Radio Networks, is the culmination of a six-month review after which ABC decided to channel its resources into building its major long-form program offerings which, he said, are among the best produced in their respective areas. However, Benson said ABC's new strategy doesn't mean the company views special programing as any less important. He said that concentrating on the best shows makes the most sense in terms of profit for the company and its impact on the stations.

Benson told BROADCASTING that clearance for the artist profile shows has been somewhat erratic and marginal because of the different appeal of individual performers to stations. "We were always trying to interest stations in them," he said.

Regarding *Continuous History of Rock 'n' Roll*, which is produced by *Rolling Stone*, Benson said the company didn't see a lot of growth potential for the series. "The show seems to have run its course," he noted. The program has been on ABC since January 1983. "We had to stop using our time and effort to clear stations for these [three] shows," said Benson.

ABC's focus in 1985 will center on five programs described as "heavy hitters." They are led by *American Top 40* with Casey Kasem, produced by ABC/Watermark and cleared on about 560 stations. Other continuing ABC Radio series are: *American Country Countdown*, produced by ABC-/Watermark and cleared on about 665 stations; *Silver Eagle Cross-Country Music Show*, a 90-minute recorded weekly concert highlighting two country music groups or artists aired on about 400 stations; *Supergroups*, periodic live and recorded 90-minute concert performances of contemporary music acts whose clearance varies from 150 to 300 stations, depending on the show, and *The King Biscuit Flower Hour*, a 60-minute weekly rock program distributed to about 200 stations. The last three shows are produced by D.I.R. Broadcasting, New York, which has a long-term program agreement with ABC Radio.

Benson said there will be at least 10 *Supergroups* programs in 1985 featuring either live and/or recorded-live performances. "But that figure depends on artist availability," he said.

Also continuing into 1985 are the special live "news" conferences of contemporary rock performers. Benson said these periodic broadcasts have become very popular with stations over the year. He underscored his point by noting that an Oct. 2 Robert Plant conference transmitted live from London cleared 133 stations on just three days notice. □

World Series carries NBC to victory

With seven of the week's top 10 programs, including four World Series games and one post-game wrapup, NBC-TV locked up first place in the prime-time ratings of the third week of the 1984-85 season by 6.8 rating points over CBS-TV and 7.1 rating points over ABC-TV.

For the week ended Oct. 14, the Nielsen numbers showed NBC with a 22.1/35, against 15.3/24 for CBS and 15.0/24 for ABC. It was NBC's highest weekly rating since its 26.3 in the September 1980 week in which its *Shogun* mini-series first appeared, and it propelled NBC into first place in the season-to-date ratings as well.

The combined three-network rating/share for the week came to 52.4/83, down slightly from 53.5/84 in the comparable week last year.

NBC won five of the seven nights and placed second on the two others: Thursday, won by CBS, and Saturday, taken by ABC. Of the five nights won by NBC, CBS placed second on all but Wednesday.

In addition to its World Series games, NBC had the week's highest rated show, *The Burning Bed* on its *Monday Night Movie*, which scored a 36.2/52, making it NBC's highest-rated made-for-TV movie ever. Highlights, night by night, included:

■ NBC's average for Monday night (30.1/45), powered by the top-ranking *Burning Bed*, was just a rating point shy of matching those of CBS (15.7/23) and ABC (15.3/22) combined. CBS's *Kate and Allie* premiered with a 14.2/20 against the first half-hour of *Burning Bed*, ranking 38th among the week's 62 programs.

■ Tuesday night, with the first game of the World Series, NBC dominated every prime time half-hour and averaged 26.8/41 for the night. ABC and CBS presented their regular lineups and came out with 12.7/20 and 15.4/24, respectively.

■ Game two of the series on Wednesday again took every half-hour and gave NBC 24.8/38 for the evening. ABC's regular Wednesday lineup did a 21.0/32 to CBS's 11.3/17. CBS's new *Charles in Charge* and *Dreams*, back to back against NBC's baseball and ABC's *Fall Guy*, had 13.2/21 and 11.2/17, respectively, ranking 43d and 57th.

■ While baseball was off Thursday night, the vice presidential debate was on—on all three networks from 9 to 10:30 p.m., with analyses following. Ratings on the debate were not available last week, but in the analysis race CBS led with 14.0/23 to ABC's 12.4/21 and NBC's 11.9/20. NBC's *Cosby Show* (20.6/33) continued to shade its competition, the first half of CBS's *Magnum* (20.3/32) as well as the first half of a *20/20* special (8.6/14). CBS took the night with an 18.2/29 average.

■ The World Series returned on Friday and NBC returned to first place, averaging 20.3/33. With their regular lineups, CBS had 18.3/30 and ABC 13.9/22.

■ Saturday went to ABC with its new *Finder of Lost Loves* scoring a 12.9/24 against CBS's new *Cover Up* (12.1/22). A two-hour *Partners in Crime* on NBC at 9 to 11 p.m. came in with 13.0/23.

■ Sunday also went to NBC, with a World Series overrun averaging 29.7/49 and with *Knight Rider* giving its best performance ever (19.3/28) and edging ABC's *Hardcastle & McCormick* (14.1/21) (although it fell a trifle short of the 19.4/29 posted by CBS's new *Murder, She Wrote*). A repeat of part one of *V: The Final Battle* averaged 16.8/26 for NBC against ABC's Sunday night movie, *Single Bars, Single Women*, which at 20.0/31 ranked 11th.

Rank	Show	Network	Rating/Share
1.	The Burning Bed	NBC	36.2/52
2.	World Series-Sunday	NBC	29.7/49
3.	World Series-Tuesday	NBC	27.7/44
4.	World Series-Wednesday	NBC	26.0/40
5.	Dynasty	ABC	25.1/36
6.	World Series post-Sunday	NBC	24.8/40
7.	Dallas	CBS	24.0/37
8.	World Series-Friday	NBC	21.5/35
9.	Bill Cosby Show	NBC	20.6/33
10.	Magnum, P.I.	CBS	20.3/32
11.	Single Bars & Single Women	ABC	20.0/31
12.	Murder, She Wrote	CBS	19.4/29
13.	Knight Rider	NBC	19.3/28
14.	Hotel	ABC	19.2/30
15.	Family Ties	NBC	19.1/30
16.	Fall Guy	ABC	18.6/29
17.	Falcon Crest	CBS	18.5/30
18.	World Series pre-Tuesday	NBC	18.2/31
19.	Jeffersons	CBS	17.9/26
20.	TV Bloopers & Practical Jokes	NBC	17.8/27
21.	Alice	CBS	17.0/26
22.	Scarecrow & Mrs. King	CBS	16.9/25
23.	V: The Final Battle	NBC	16.8/26
24.	Scorned and Swindled	CBS	16.7/28
25.	Trapper John, M.D.	CBS	16.6/28
26.	Love Boat	ABC	16.3/28
27.	Benson	ABC	16.2/28
28.	World Series pre-Wed.	NBC	16.5/27
29.	Country Music Awards	CBS	16.5/25
30.	Three's A Crowd	ABC	16.4/23
31.	Webster	ABC	16.2/26
32.	Diff'rent Strokes	NBC	14.9/27
33.	Gimme A Break	NBC	14.6/26
34.	49ers vs. Giants	ABC	14.6/23
35.	60 Minutes	CBS	14.5/23
36.	Matt Houston	ABC	14.4/23
37.	Foulups, Bleeps & Blunders	ABC	14.3/23
38.	Kate & Allie	CBS	14.2/20
39.	Hardcastle & McCormick	ABC	14.1/21
40.	VP debate analysis	CBS	14.0/23
41.	Call to Glory	ABC	14.0/21
42.	World Series pre-Friday	NBC	13.7/25
43.	Charles in Charge	CBS	13.2/21
44.	Partners in Crime	NBC	13.0/23
45.	Finder of Lost Loves	ABC	12.9/24
46.	Mike Hammer	CBS	12.9/23
47.	AfterMASH	CBS	12.8/20
48.	E/R	CBS	12.8/19
49.	Paper Dolls	ABC	12.7/19
50.	T.J. Hooker	ABC	12.5/23
51.	Dukes of Hazzard	CBS	12.4/21
52.	VP debate analysis	ABC	12.4/21
53.	Cover-Up	CBS	12.1/22
54.	Airwolf	CBS	11.9/22
55.	VP debate analysis	NBC	11.9/20
56.	Hawaiian Heat	ABC	11.6/18
57.	Dreams	CBS	11.2/17
58.	Attack on Fear	CBS	10.9/16
59.	Jessie	ABC	10.6/17
60.	Ripley's Believe It Or Not	ABC	9.5/15
61.	NFL Football	CBS	9.2/16
62.	20/20	ABC	8.6/14

*indicates premiere episode

change ERP to 3.75 kw and change HAAT to 463.792 ft. App. Oct. 12.

■ WKKJ (93.3 mhz) Chillicothe, Ohio—Seeks CP to change ERP to 22.1 kw. App. Oct. 11.

■ KMCO (101.3 mhz) McAlester, Okla.—Seeks mod. of lic. to operate formerly authorized facilities as aux. sys. App. Oct. 10.

TV's

Accepted

■ WGGN-TV (ch. 52) Sandusky, Ohio—Seeks MP to change ERP to vis. 1,073.4 kw, aur. 107.3 kw; change to DA, and change TL. App. Oct. 10.

■ KTZZ (ch. 22) Seattle—Seeks MP to change HAAT to 894 ft.; change to DA, and change TL. App. Oct. 12.

Actions

AM

■ WMOO (660 khz) Mobile, Ala.—Granted app. to change city of lic. to Fairhope, Ala.; add nighttime service with 1 kw; install DA-N; change freq. to 1550 khz; change SL to one mile east of Daphane, Ala., and make changes in ant. sys. Action Sept. 26.

FM's

■ WZYP (104.3 mhz) Athens, Ala.—Dismissed app. to change HAAT to 1,050 ft. Action Oct. 4.

■ WRSA (96.9 mhz) Decatur, Ala.—Dismissed app. to change HAAT to 1,127 ft. and make changes in ant. sys. Action Oct. 4.

■ KTEI (105.5 mhz) Piggot, Ark.—Kennett, Mo.—Returned app. to add Kennett, Mo., as another community of lic. Action Oct. 4.

■ KTTI (95.1 mhz) Yuma, Ariz.—Granted app. to change TL; change ERP to 25 kw, and change HAAT to 29.9 ft. Action Sept. 28.

■ KUTE (101.9 mhz) Glendale, Calif.—Granted app. to change SL to 1989 Riverside Dr., Los Angeles and operate transmitter by remote control. Action Sept. 14.

■ KFAC-FM (92.3 mhz) Los Angeles—Dismissed app. to change ERP to 39 kw; change HAAT to 2,910 ft., and make changes in ant. sys. Action Oct. 4.

■ KZLA-FM (93.9 mhz) Los Angeles—Granted app. to change SL to 5700 Sunset Blvd. Action Oct. 5.

■ KXVR (99.5 mhz) Mountain Pass, Calif.—Denied app. to change SL to Interstate 15 and East Main St., Barstow, Calif. Action Oct. 9.

■ *KCSN (88.5 mhz) Northridge, Calif.—Returned app. to change TL; change ERP to .06 kw, and change HAAT to 2,068 ft. Action Oct. 9.

■ KJAX (99.3 mhz) Stockton, Calif.—Dismissed app. to change ERP to 2.63 kw; change HAAT to 331 ft., and make changes in ant. sys. Action Oct. 4.

■ KVVQ (103.1 mhz) Victorville, Calif.—Granted app. to change SL to 1,000 ft. South of Victorville city limits. Action Oct. 5.

■ WEBE (107.9 mhz) Westport, Conn.—Denied app. to change SL to 50 Washington St., South Norwalk, Conn. Action Sept. 14.

■ WQIK-FM (99.1 mhz) Jacksonville, Fla.—Dismissed app. to change TL and change HAAT to 574 ft. Action Oct. 4.

■ WJAD (97.3 mhz) Bainbridge, Ga.—Granted app. to change ERP to 100 kw and change change HAAT to 1,012.8 ft. Action Sept. 28.

■ WLKC (93.5 mhz) St. Marys, Ga.—Granted app. to change SL to 302 Osborn St. Action Oct. 5.

■ KMAF (107.7 mhz) Topeka, Kan.—Granted app. to change TL; change HAAT to 1,214.4 ft, and make changes in ant. sys. Action Sept. 28.

■ KTPK (106.9 mhz) Topeka, Kan.—Dismissed app. to change TL; change HAAT to 1,209.4 ft., and make changes in ant. sys. Action Oct. 4.

■ WATD (95.9 mhz) Marshfield, Mass.—Dismissed app. to change TL; change SL to 440 Grove St., Marshfield; operate transmitter by remote control; change ant.; change ERP to 1.26 kw; change HAAT to 460 ft., and make changes in ant. sys. Action Oct. 4.

■ WKSA-FM (101.5 mhz) Isabella, P.R.—Returned app. to change TL; change ERP to 50 kw, and change HAAT to .424 ft. Action Oct. 9.

■ WCKN-FM (101.1 mhz) Anderson, S.C.—Dismissed app. to change HAAT to 1,012 ft. Action Oct. 4.

■ WWKX (104.5 mhz) Gallatin, Tenn.—Dismissed app. to change HAAT to 1,306 ft. Action Oct. 4.

■ KZFM (95.5 mhz) Corpus Christi, Tex.—Dismissed app. to change TL and change HAAT to 1,105 ft. Action Oct. 4.

TV's

■ KMSG (ch. 59) Sanger, Calif.—Returned app. to change SL to Fresno, Calif. Action Oct. 4.

■ WWHT (ch. 68) Newark, N.J.—Granted app. to change HAAT to 1,434.6 ft. Action Oct. 4.

■ WSNL-TV (ch. 67) Smithtown, N.Y.—Granted app. to change HAAT to 719 ft. Action Oct. 4.

■ WSQY-TV (ch. 66) Forest City, N.C.—Dismissed app. to change ERP to vis. 1,919 kw, aur. 192 kw; change HAAT to 1,967 ft.; change ant., and change transmitter. Action Oct. 3.

■* WMTJ (ch. 40) Fajardo, P.R.—Granted app. to change ERP to vis 96.38 kw, aur. 9.64 kw; change HAAT to 2,754 ft.; change ant., and change TL. Action Oct. 4.

Summary of broadcasting as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,3
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	275
UHF LPTV	102	132	240
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

In Contest

The commission made the following decisions:

Seaford, Del. (L.E.O. Broadcasting Inc.) TV Proceeding. ALJ John B. Conlin's summary decision granting L.E.O.'s app. for new TV station on ch. 38 at Seaford became effective Oct. 5.

Miami (ECBC Corp.) AM Proceeding. ALJ Walter C. Miller's summary decision granting ICBS's app. for a new AM station on 670 khz, unlimited time at Miami became effective Oct. 10.

Baltimore and Washington, et al., (American Teleservices Inc.) DPLMERS Proceeding. ALJ Joseph Stirmer's summary decision granting American Teleservices' apps. for additional one-way facilities to operate on freq. 43.60 mhz for stations KU0650 and KU0651 became effective on Sept. 20.

ALJ John H. Conlin made the following decision:

Fort Worth (Educational Television of the Southwest Inc. and Texas Educational Network Inc.) Ed. TV Proceeding. Granted joint request for settlement agreement; dismissed Texas Educational's app.; granted Educational Television's app. for new noncommercial educational TV station at Fort Worth, and terminated proceeding. By order, Oct. 10.

ALJ Frederic J. Coufal made the following decision:

Los Ranchos de Albuquerque, N.M. (Don R. Davis and Sally J. Martinez Broadcasting) AM Proceeding. By separate orders: granted Davis's motion and dismissed Martinez's app. with prejudice; conditionally granted Davis' app. for a new AM station at Los Ranchos de Albuquerque, and terminated proceeding. By orders, Oct. 9.

ALJ Edward J. Kuhlman made the following decisions:

Los Angeles and Norwalk, Calif. (RKO General Inc. and Fidelity Television Inc.) TV Proceeding. Granted motions by Fidelity and Adwave Co., et al., to add issues to determine, among other things, whether RKO committed violations of Section 73.1205, fraud, or other misconduct contrary to the public interest, whether it was lacking in candor, and the effect on its basic and comparative qualifications. By MO&O, Oct. 10.

Salt Lake City and West Valley City, Utah (Utah Television Associates, Limited Partnership, et al.) TV Proceeding. Granted motion by Salt Lake City Utah T.V. Inc. and dismissed its app. with prejudice. By MO&O, Sept. 20.

Annandale, Va. (Archilla-Marcocci Spanish Radio Company, et al.) AM Proceeding. Granted petition to delete air hazard issue by Archilla-Marcocci. By MO&O, Sept. 20.

ALJ Edward Luton made the following decisions:

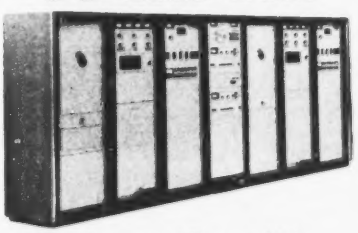
Augusta, Ga. (Independent Masters Ltd. and Augusta Broadcasting Co.) TV Proceeding. Granted Augusta's motion to extent that Independent's app. will be dismissed in 14 days if Independent has not restored control of corporation to that which existed on cut-off date and withdrawn its Aug. 23 amendment transferring control. By MO&O, Sept. 11.

Wilson, N.C. (Family Television 30 Inc., et al.) TV Proceeding. Granted motion for summary decision by Elcom Inc. and resolved air hazard issue in its favor. By order, Oct. 9.

ALJ Walter C. Miller made the following decisions:

Kernville, Calif. (Ruby Willette Thoen and Kern Valley

NEW
Continental
55 kW FM



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